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T-167 P007/021 F-045

Atty. Docket No. 696.004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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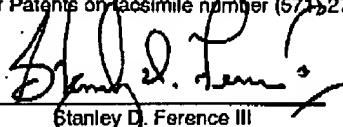
OCT 19 2007

In re Application of : Srinivasan et al.  
Serial No. : 09/805,310 Examiner : B. Jackson  
Filed : March 13, 2001 Art Unit : 2685  
For : METHOD AND APPARATUS FOR TIME-AWARE  
AND LOCATION-AWARE MARKETING

October 19, 2007

AMENDMENT

I hereby certify that this correspondence and any documents referred to as  
enclosed therewith are being transmitted by facsimile to the Commissioner  
for Patents on facsimile number (571)273-8300 on October 19, 2007.

  
Stanley D. Ference III

Reg. No. 33,879

October 19, 2007

Date of Signature

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Office Action dated April 19, 2007, please amend the above-  
identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on  
Page 2 of this paper.

Remarks begin on Page 8 of this paper.